**GMO Brochure Rubric**

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|  | **Exceed Standard**  **10** | **Meets Standard**  **8.5** | **Approaching Standard 7.5** | **Below Standard**  **6.5** | **No Attempt 0** | **Score** |
| **Bibliography**  **20%** | * Bibliography and citations are appropriate and written correctly in APA format * Citations are sited in the body of the report. * Three or more scientific sources are cited. | * Bibliography and citations are written in APA format with minor errors. * Citations are sited in the body of the report. * At least two appropriate scientific sources are cited. | * Bibliography and citations are written in APA format with some errors. * At least one source is appropriate. | Bibliography and citations are   * Not written in APA format * Have excessive errors |  |  |
| **Content & Persuasiveness**  **50%** | * Content is extremely persuasive and convincing * More than 3 pertinent facts. * Logical progression of ideas with clear point of view. * One or more points of view were provided with extremely detailed analysis. | * Point of view clearly and persuasively stated * At least 3 pertinent facts to support point of view. * One other point of view was examined and clearly described. | * Contains some persuasive information * Only 1 to 2 pertinent facts are included to support point of view. * Point of view present but not clearly stated. * Alternate points of view is provided but lacks detail. | * More than two facts are not relevant or are incorrect. * Lacks persuasive information and point of view is missing. * Alternate points of view are ignored. |  |  |
| **Mechanics**  **Grammar and Spelling**  **10%** | * No grammatical or spelling errors. | * 1-2 types of grammar or spelling error | * 3-4 types of grammar or spelling error | * More than 4 types of grammar or spelling errors |  |  |
| **Brochure: Neatness and Design**  **20%** | * Visual and written   communication is  informative &  engaging   * Makes effective use   of text and graphics.   * Maximum use of allowed space.   . | * Written   communication is  informative and effectively supported point of view.   * Supportive text and graphics are used. | * Visual and/or   written  communication did not support point of view.   * Text and graphics are used but do not always match point of view. | * Visual and/or   written  communication was  not informative or  appropriate.   * Text is hard to   read, missing  and/or uninformative.   * Graphics do not match point of view or are missing. |  |  |
| **Teacher Notes** |  | | |  |  |  |